

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. BDERET-20090403ABN	
Licensee MID-SOUTH PUBLIC COMMUNICATIONS FOUNDATION					
Call Sign WKNO		Facility Id 42061		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MEMPHIS		TN	SHELBY		38111 -
Nielsen DMA MEMPHIS		World Wide Web Home Page Address WWW.WKNO.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	29				
Report reflects information for quarter ending: 03/31/2009					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input type="radio"/> Option Two (B and D) <input checked="" type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:					
<input checked="" type="radio"/> DTV Education Report					
<input type="radio"/> Amendment		File Number -			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).	
Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?	<input checked="" type="radio"/> Yes <input type="radio"/> No
30 Minute Educational Programs - Last Quarter	
How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to June 12, 2009.	
Total number of 30 Minute Informational Programs 6	
Comments: GET READY FOR DTV (30 MIN) 1/18/09 AT 21:30 (HD, ANALOG)	

1/19/09 AT 21:30 (SD)

ARE YOU READY FOR DTV (30 MIN) (WKNO PROD)

1/11/09 AT 22:00 (SD)

RECEIVING DTV (50 MIN)

2/17/09 AT 22:00 (HD, ANALOG)

2/18/09 AT 03:00 (HD, ANALOG)

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: JANUARY 24, 2009 WKNO CONDUCTED A ONE-HOUR SOFT ANALOG SHUTOFF TEST FROM 10:00-11:00 A.M. TO REACH THE SATURDAY MORNING HOW-TO PROGRAM VIEWERS. DURING THIS TEST, WE MANNED THE PHONE BANKS AND DISPLAYED AN INFORMATION NUMBER. WE ANSWERED MORE THAN 125 QUESTIONS, MOSTLY FROM PEOPLE HAVING DIFFICULTY WITH THEIR ANTENNAS AND THOSE WHO BELIEVED THEY WERE DTV READY BUT HAD NOT SCANNED IN THEIR DIGITAL CHANNELS. JANUARY 26, 2009 WKNO CONDUCTED A ONE-HOUR SOFT ANALOG SHUTOFF TEST FROM 7:00-8:00 P.M. TO REACH THE VIEWERS OF OUR HIGHEST-RATED PROGRAM, ANTIQUES ROADSHOW. DURING THIS TEST, WE MANNED THE PHONE BANKS AND DISPLAYED AN INFORMATION NUMBER. WE ANSWERED AROUND 100 QUESTIONS. A SIGNIFICANT NUMBER OF THESE CALLERS HAD CONVERTER BOXES BUT WERE CHANGING CHANNELS WITH THEIR TELEVISION REMOTE CONTROL.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: OUR DIGITAL INFORMATION WEB SITE CONTAINS INFORMATION ON HOW TO BE PREPARED FOR THE DIGITAL CONVERSION, PLUS LINKS TO THE CONVERTER BOX COUPON PROGRAM, ANTENNAWEB.COM, SCHEDULE INFORMATION FOR OUR DIGITAL CHANNELS, AND SOME FCC DOCUMENTS THAT HELP EXPLAIN DTV. IN ADDITION, WE RECENTLY ADDED A BANNER STATING THAT WKNO WOULD SHUT OFF ITS ANALOG SIGNAL ON MAY 1, 2009.	
Additional DTV Outreach Efforts -- Last Quarter	
Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.	
<input checked="" type="checkbox"/> Speaking Engagements Comments: JANUARY 13, 2009 DTV PRESENTATION TO ABOUT 38 MEMBERS OF THE DELTA AMATEUR RADIO CLUB. FEBRUARY 5, 2009 DTV PRESENTATION TO ABOUT 45 MEMBERS OF THE MID-SOUTH AMATEUR RADIO ASSOCIATION. FEBRUARY 18, 2009 DTV PRESENTATION TO ABOUT 50 MEMBERS OF THE ST. FRANCIS AUXILIARY VOLUNTEER GROUP. THE GROUP WAS MAINLY AGED 60+ AND WERE 98% WOMEN. FEBRUARY 25, 2009	

WITH FCC COORDINATOR KATHERINE POWER, WE PRESENTED DTV INFORMATION TO A BENEFIT LUNCHEON AT THE LEXINGTON SENIOR CITIZENS CENTER. ABOUT 60+ PEOPLE HEARD OUR SHORT PRESENTATION AND APPROXIMATELY 30 PEOPLE STAYED FOR A MORE DETAILED DEMONSTRATION AND INDIVIDUAL QUESTIONS.

Community Events

Comments:

JANUARY 31, 2009

ASSISTED FCC REPRESENTATIVE AT EDUCATIONAL TABLE AT BEST BUY IN SOUTHAVEN, MS. WE TALKED WITH AROUND 30-50 PEOPLE.

FEBRUARY 26, 2009

APPEARED WITH FCC ATTORNEY AND DTV COORDINATOR FOR TENNESSEE KATHERINE POWER ON FOX-13'S "GOOD MORNING MEMPHIS" LIVE LOCAL SHOW TO DEMONSTRATE HOW TO HOOK UP A CONVERTER BOX.

APPEARED WITH FCC ATTORNEY AND DTV COORDINATOR FOR TENNESSEE KATHERINE POWER ON THE LOCAL CABLE ACCESS CHANNEL'S HOUR-LONG TALK SHOW TO DISCUSS THE DTV TRANSITION AND HOW TO BE PREPARED.

FEBRUARY 27, 2009

APPEARED WITH FCC ATTORNEY AND DTV COORDINATOR FOR TENNESSEE KATHERINE POWER ON WREG'S "LIVE AT 9" LIVE LOCAL SHOW TO DEMONSTRATE HOW TO HOOK UP A CONVERTER BOX.

FEBRUARY 28, 2009

JOINED FCC ATTORNEY AND DTV COORDINATOR FOR TENNESSEE KATHERINE POWER AND TALKED WITH MORE THAN ONE HUNDRED COMMUNITY MEMBERS WHO CAME TO A TABLE IN THE MAIN MEMPHIS PUBLIC LIBRARY TO ASK QUESTIONS ABOUT DTV.

Other (describe)

Comments:

JANUARY 17, 2009

ASSISTED FCC REPRESENTATIVE AT EDUCATIONAL TABLE AT BEST BUY AT 7771 WINCHESTER ROAD. WE TALKED WITH AROUND 50-75 PEOPLE.

JANUARY 22, 2009

WKNO HOSTED A MEETING WITH REPRESENTATIVES FROM ALL LOCAL TELEVISION BROADCASTERS TO DISCUSS JOINT EFFORTS IN DTV EDUCATION. THE GROUP IS CONSIDERING A JOINT PHONE BANK, HOSTED BY WKNO, FOR SEVERAL DAYS AFTER THE ANALOG SHUT-OFF.

MET WITH REPRESENTATIVES FROM THE AGING COMMISSION, MIFA'S "MEALS ON WHEELS" PROGRAM, AND KATHERINE POWER TO PLAN DTV WALK-IN CENTERS AND DTV VOLUNTEERS WHO CAN GO TO PEOPLE'S HOMES TO HELP.

TRAINED TWO AGING COMMISSION RSVP VOLUNTEERS ON HOW TO HELP PEOPLE GET DTV-READY IN THEIR HOMES.

MARCH 12, 2009

TRAINED FIVE VOLUNTEERS AT PLOUGH TOWERS TO HELP RESIDENTS AT THIS ASSISTED LIVING FACILITY GET READY FOR DIGITAL TELEVISION.

MARCH 18, 2009

TRAINED TWO VOLUNTEERS FROM AGING COMMISSION RSVP ON HOW TO HELP PEOPLE GET DTV-READY IN THEIR HOMES.

MARCH 19, 2009

TRAINED ONE VOLUNTEER FROM AGING COMMISSION RSVP ON HOW TO HELP PEOPLE GET DTV-

READY IN THEIR HOMES.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing DIRECTOR OF TELEVISION & TECHNOLOGY
Signature RUSS A. ABERNATHY	Date (mm/dd/yyyy) 04/03/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 431946

Description: WKNO APRIL 2009 DTV ACTIVITY REPORT
Application Reference Number: 20090403ABN
Successfully filed at Apr 3 2009 12:35PM

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